

# HOW AI IS RESHAPING DIGITAL AGENCIES



Key Themes in 2025

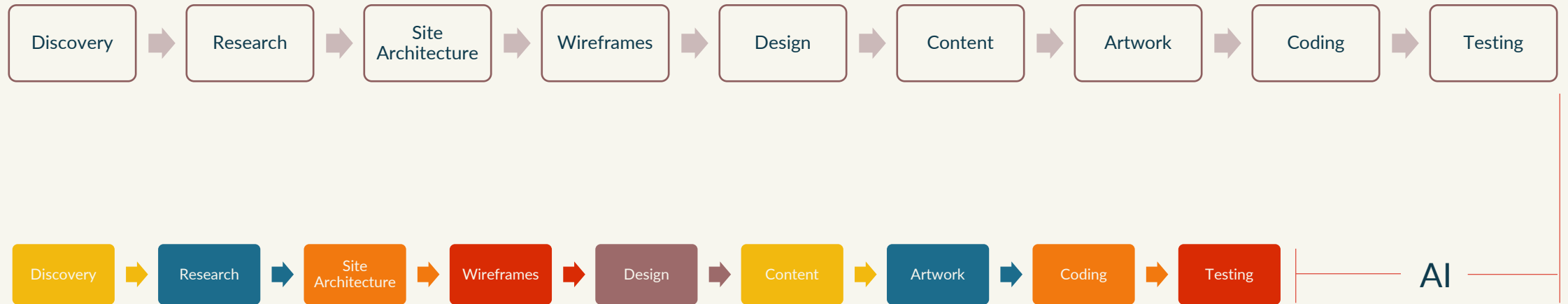
# AI Is Here

November 2022	GPT-3.5
March 2023	GPT-4
December 2024	o1
February 2025	GPT-4.5
April 2025	o3
August 2025	GPT-5

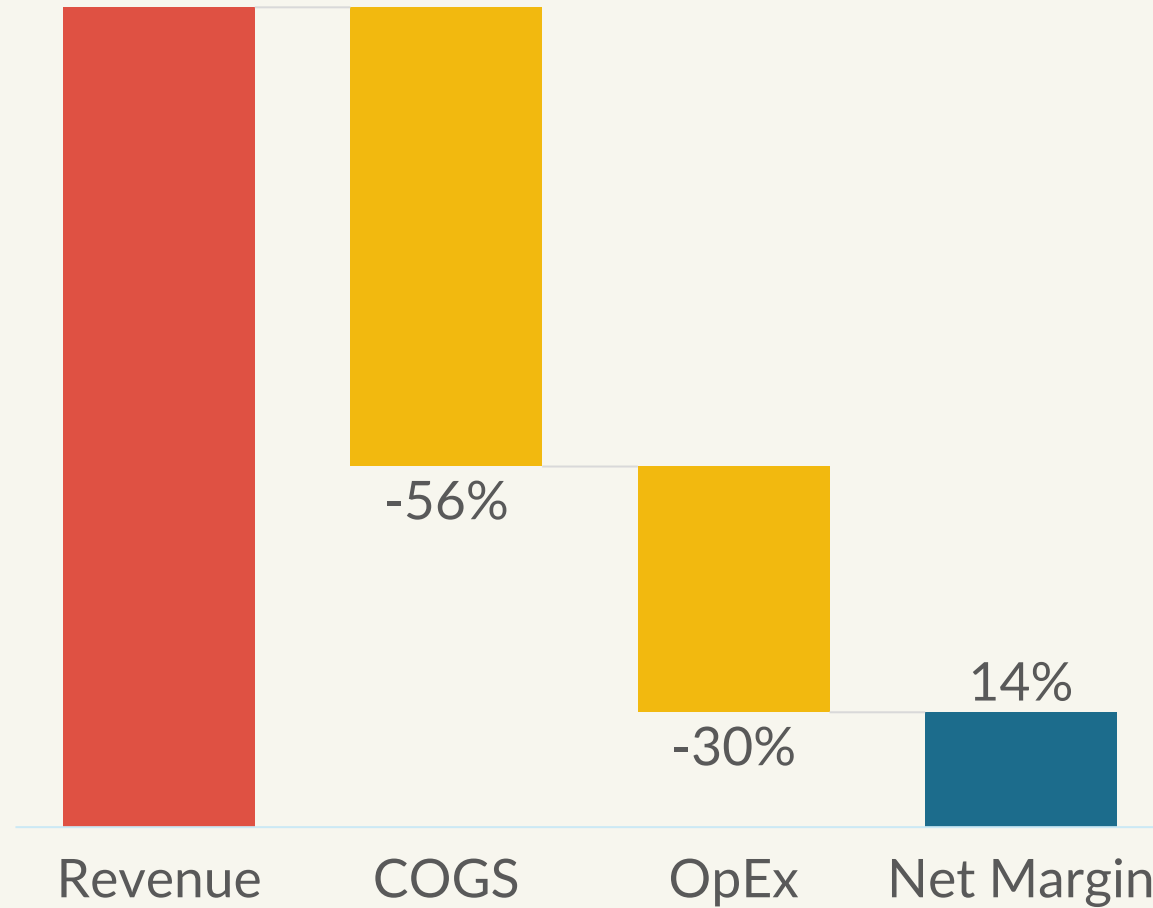
22%

of agencies have fully implemented AI as of 2025

# Client Demands



# Agency Economics



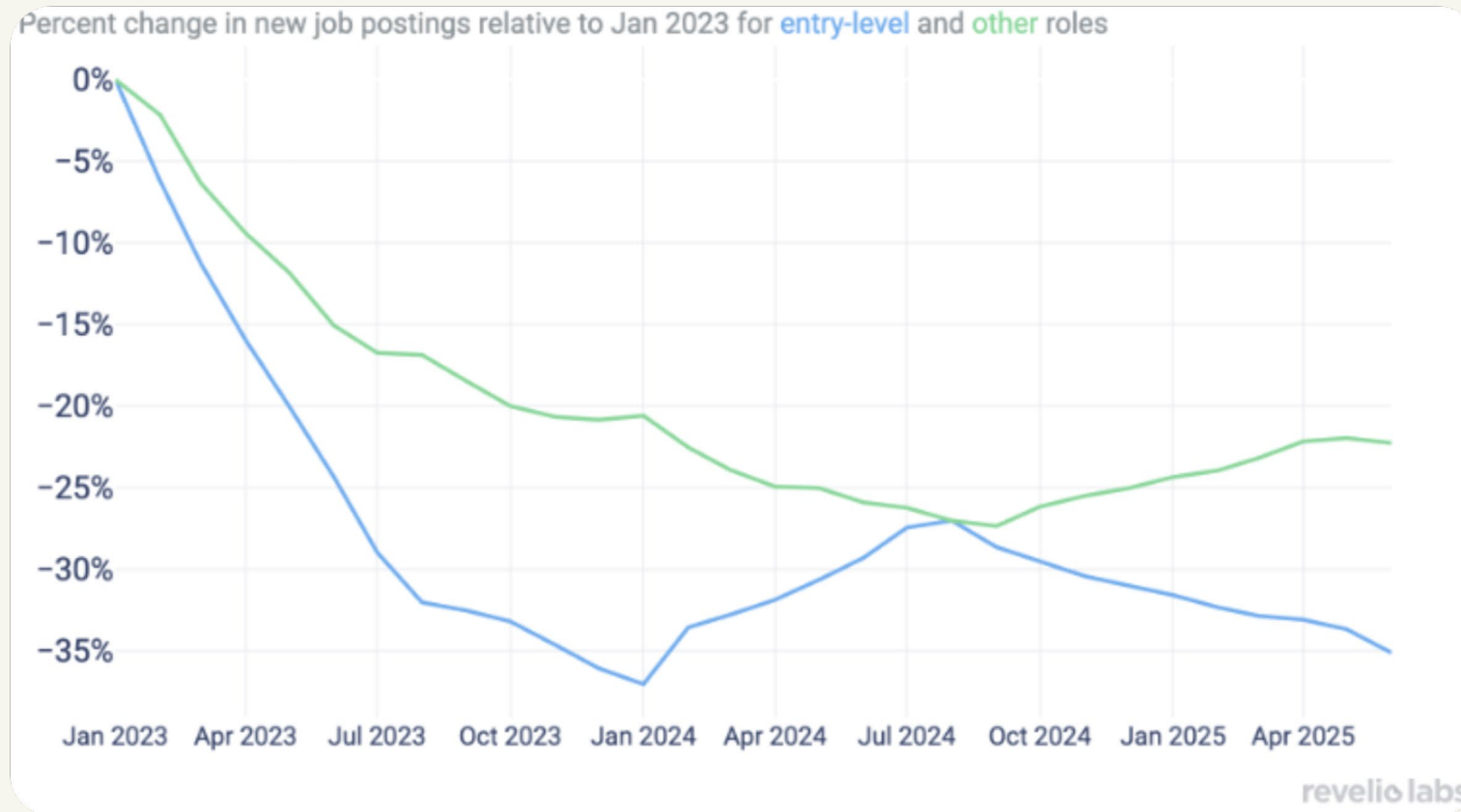
# Strategy First

Strategy

Execution



# Talent Crisis



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# I'm Nick



Founded Promethean Research where we help digital shops build data-backed growth strategies.

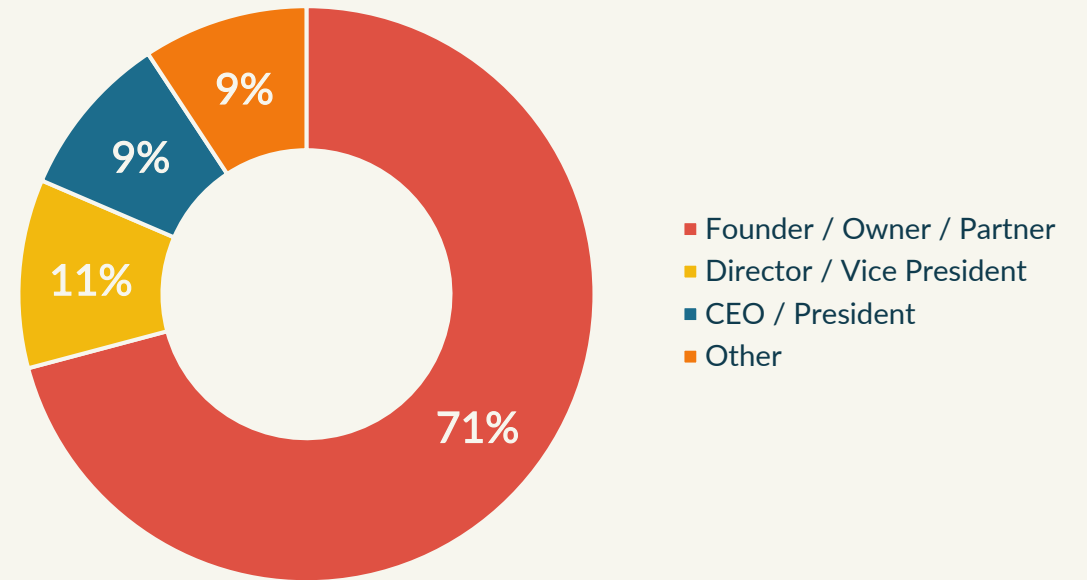
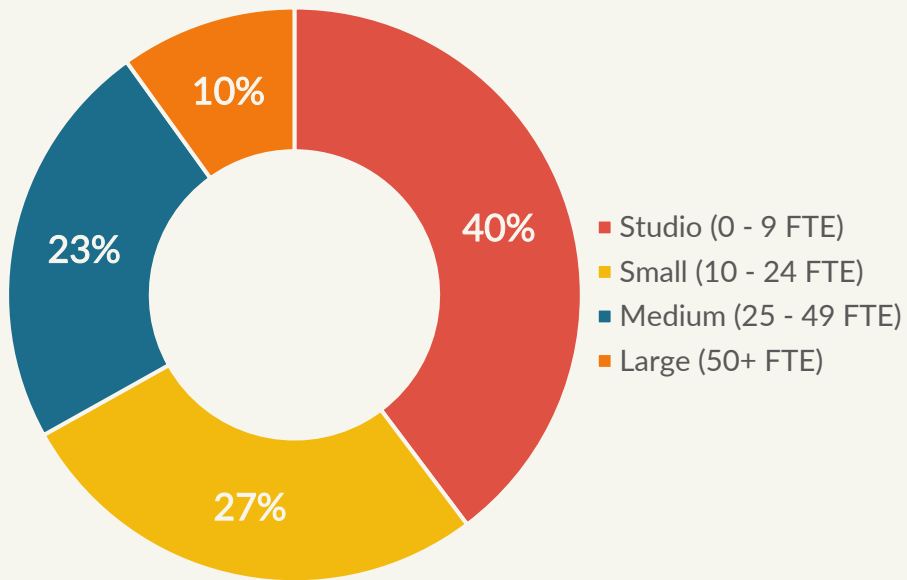
Where to find me

LinkedIn: [linkedin.com/in/nicholaspetroski/](https://www.linkedin.com/in/nicholaspetroski/)

Newsletter: [prometheanresearch.kit.com](https://prometheanresearch.kit.com)

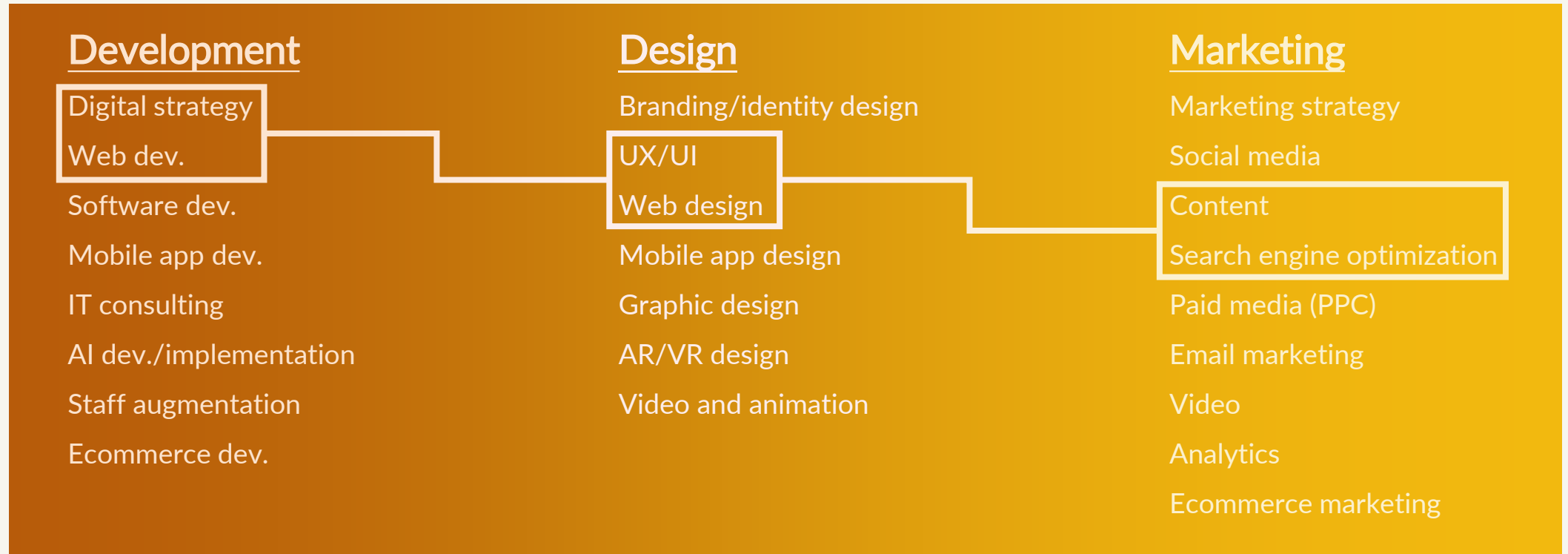


# Agency Research





# Defining A Digital Agency



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# AGENDA

**It's Here**

Client Demands

New Agency Economics

Strategy First

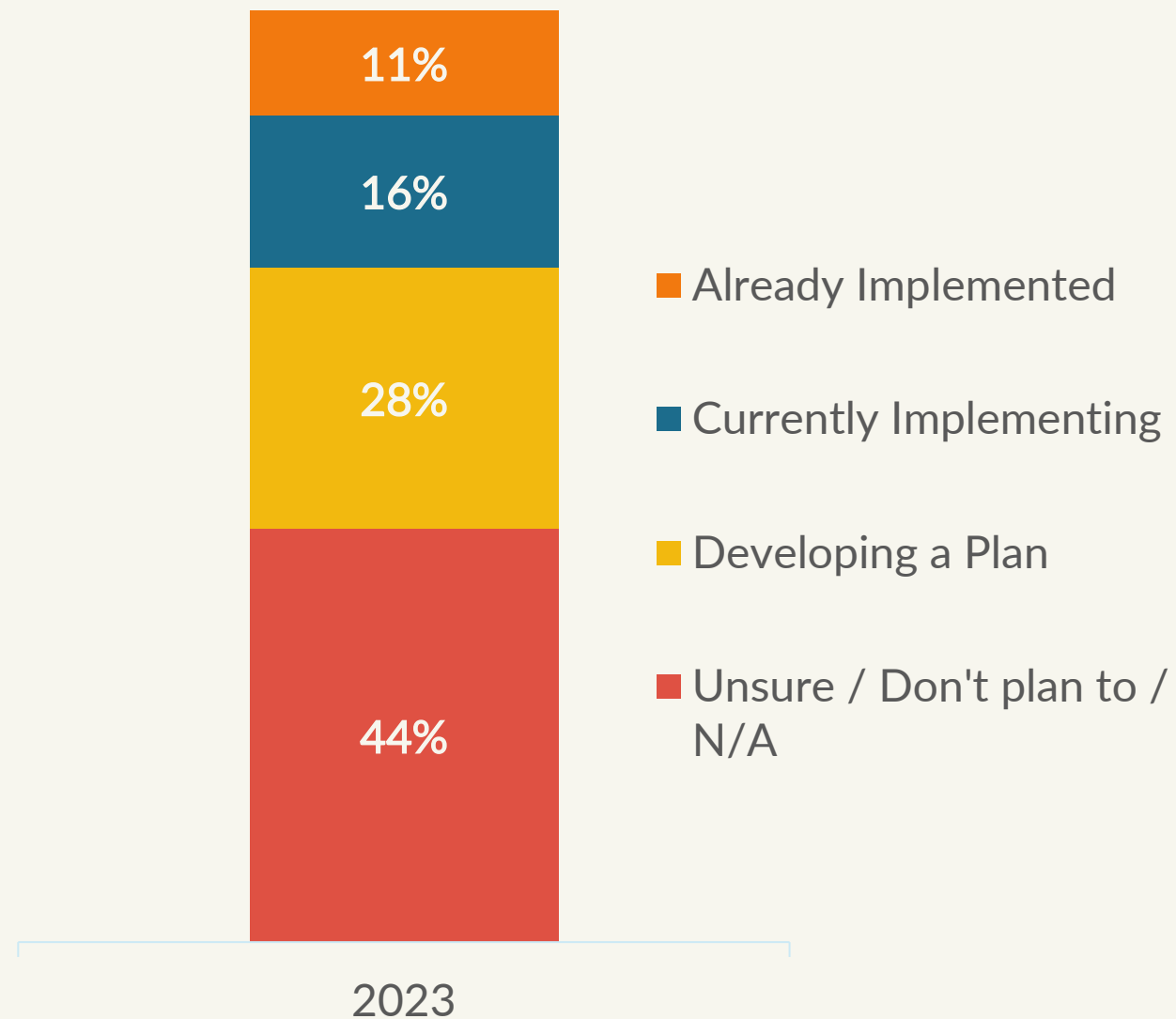
Talent Crisis

Q&A

# 2023

## Baby AI

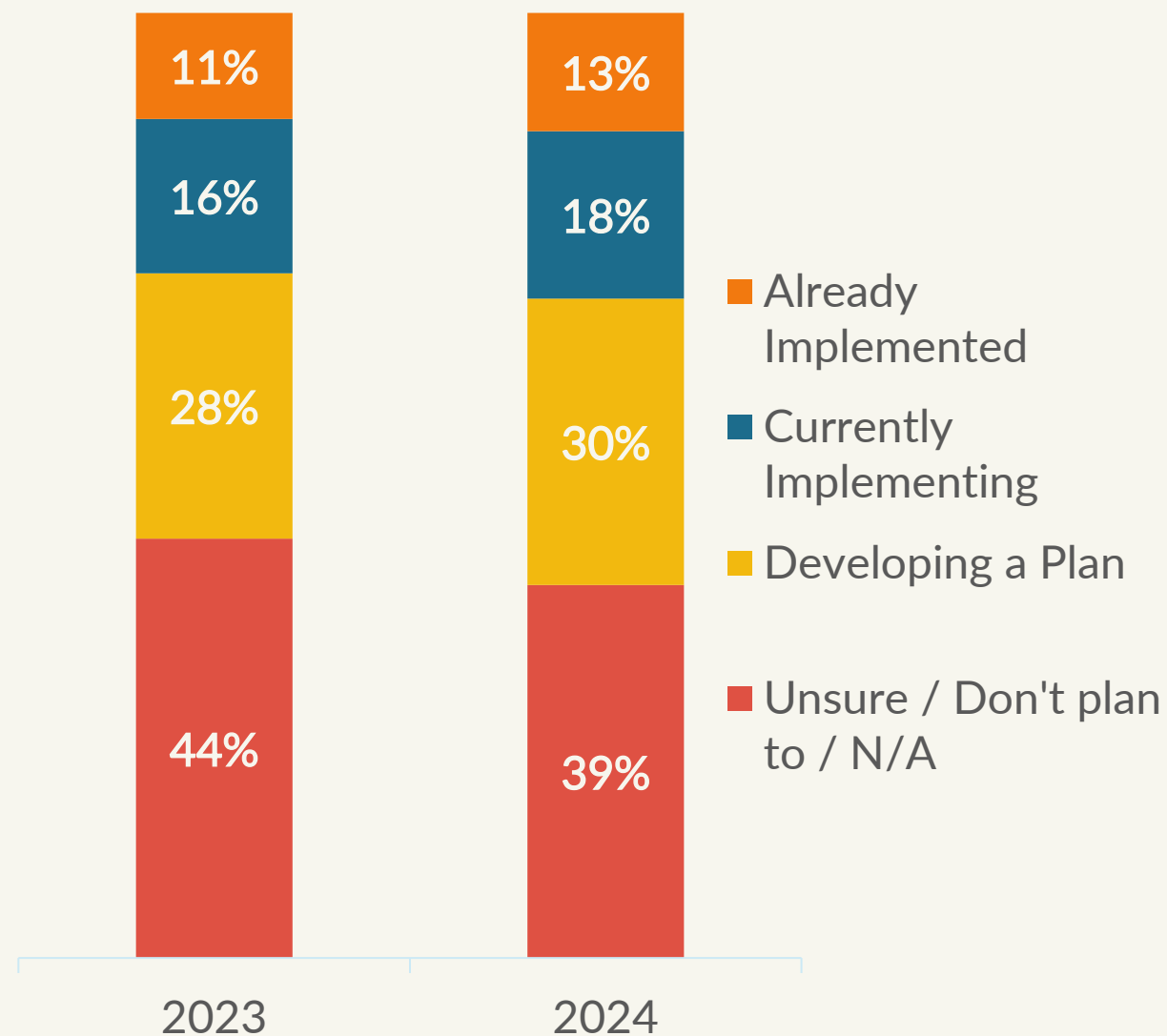
IT'S HERE



# 2024

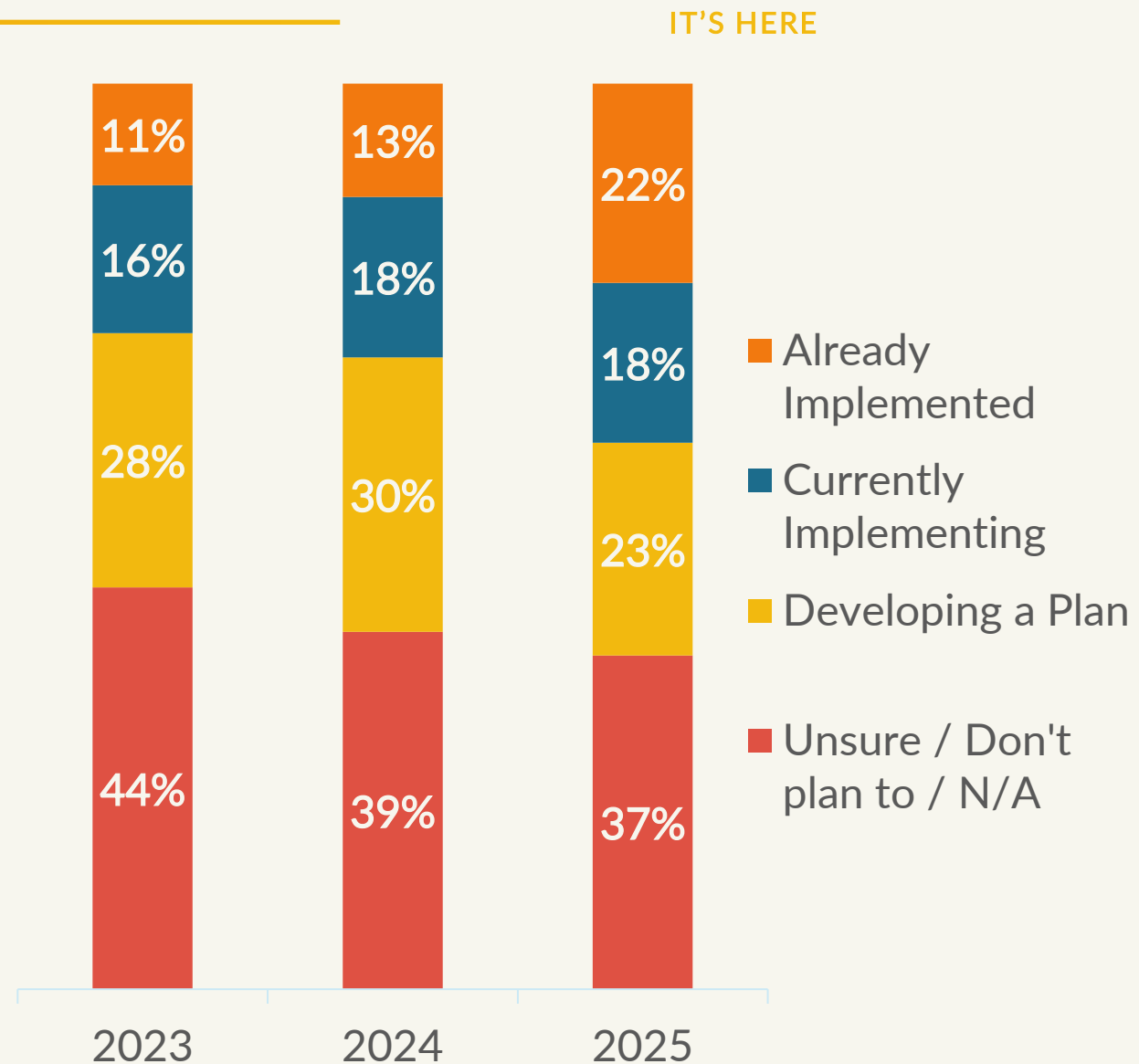
Slight progress

IT'S HERE



# 2025

Finally, movement forward!



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# AGENDA

It's Here

**Client Demands**

New Agency Economics

Strategy First

Talent Crisis

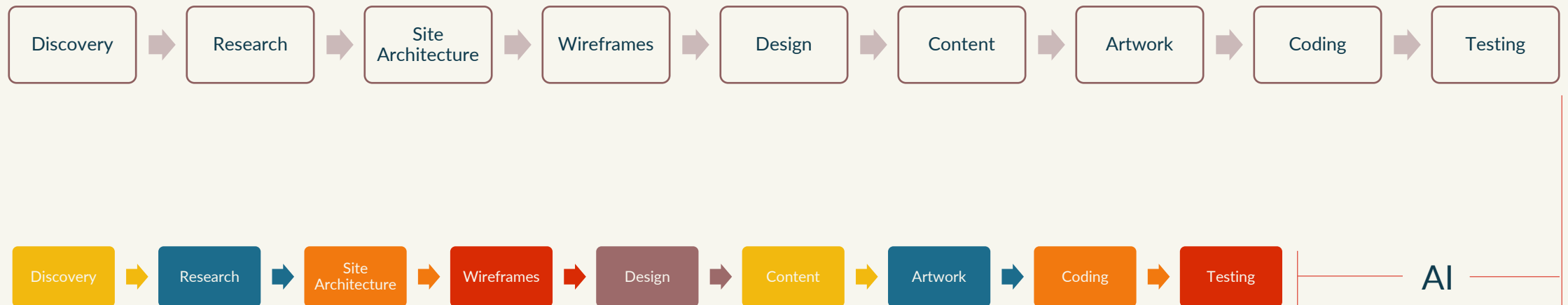
Q&A

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2/3

of agency clients have asked for price reductions due to AI

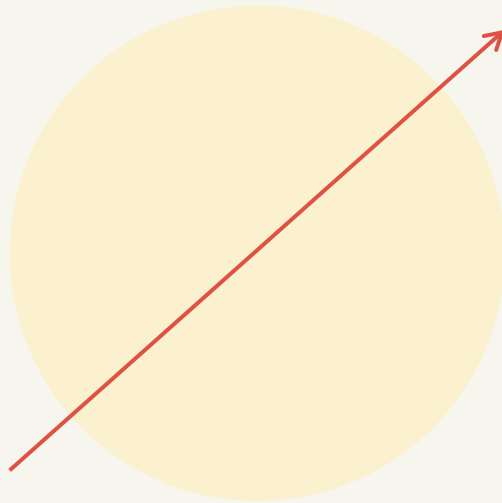
# Time compression



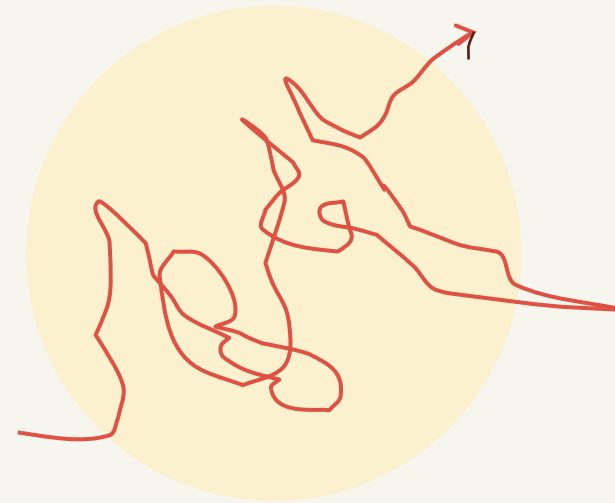


# Expectations...

Expectation



Reality



# AGENDA

It's Here

Client Demands

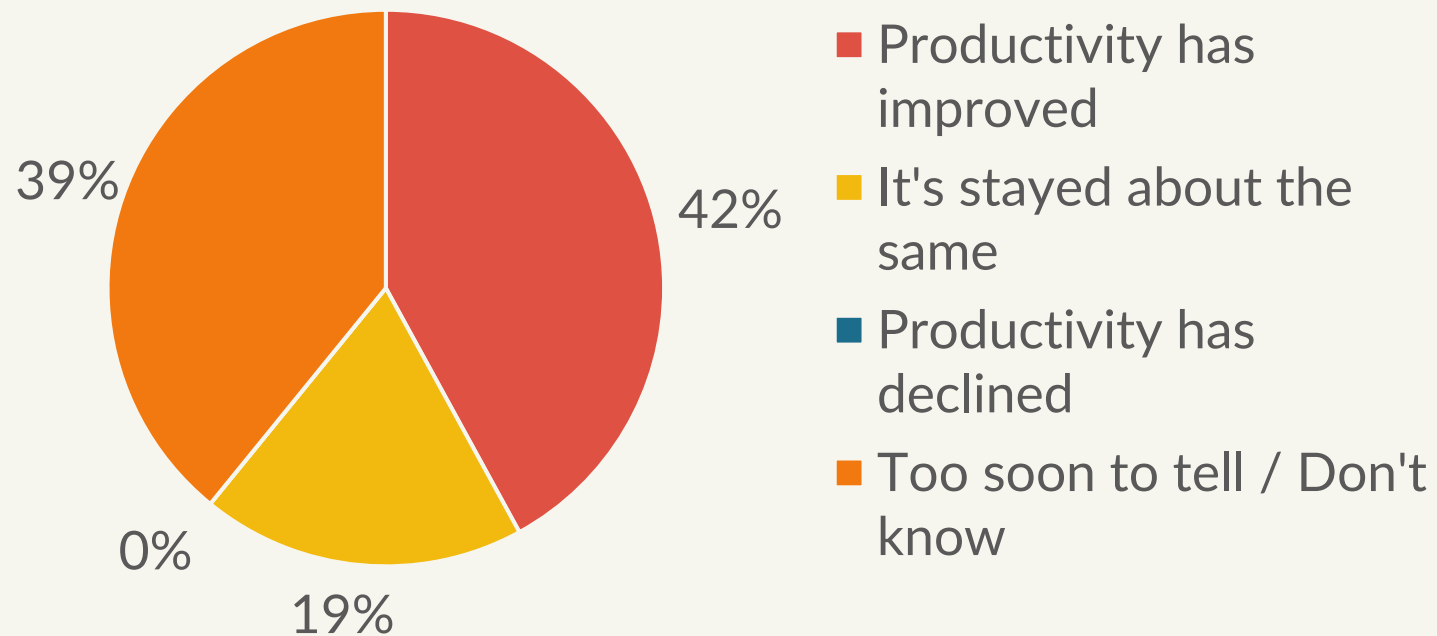
**New Agency Economics**

Strategy First

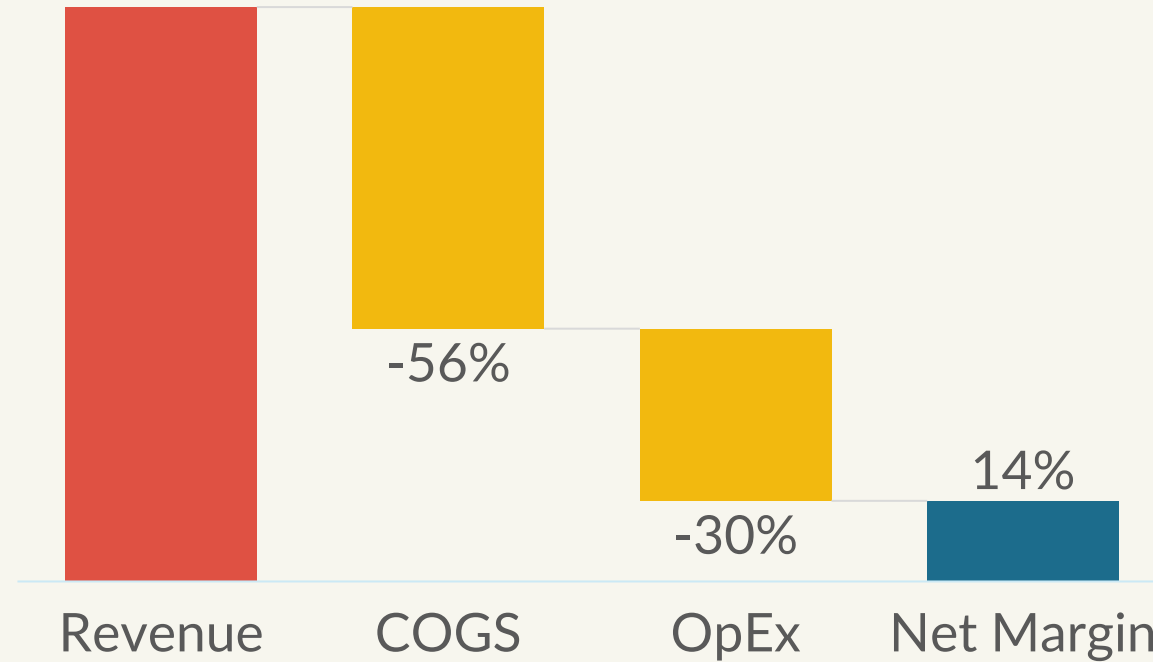
Talent Crisis

Q&A

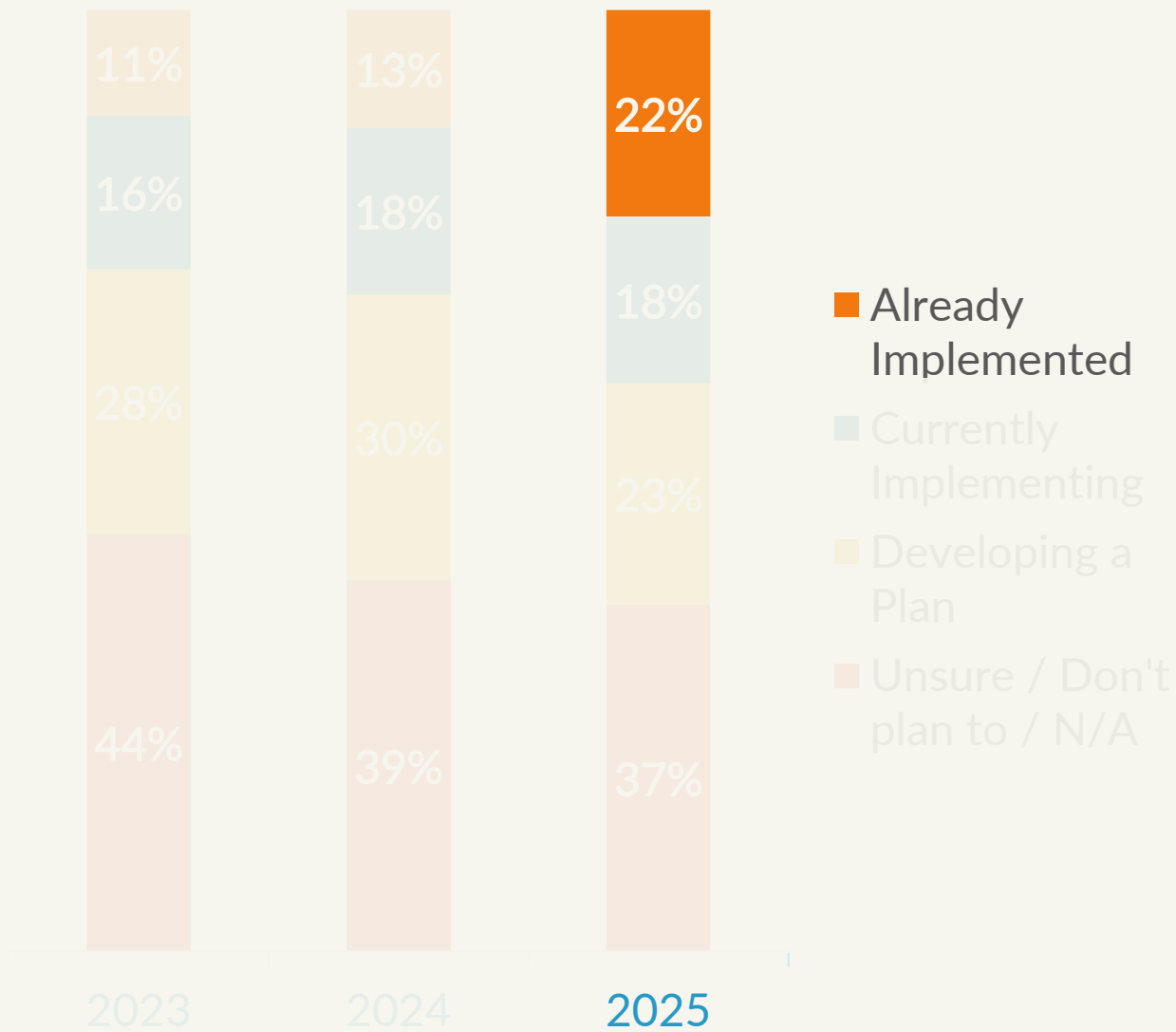
# Productivity impact



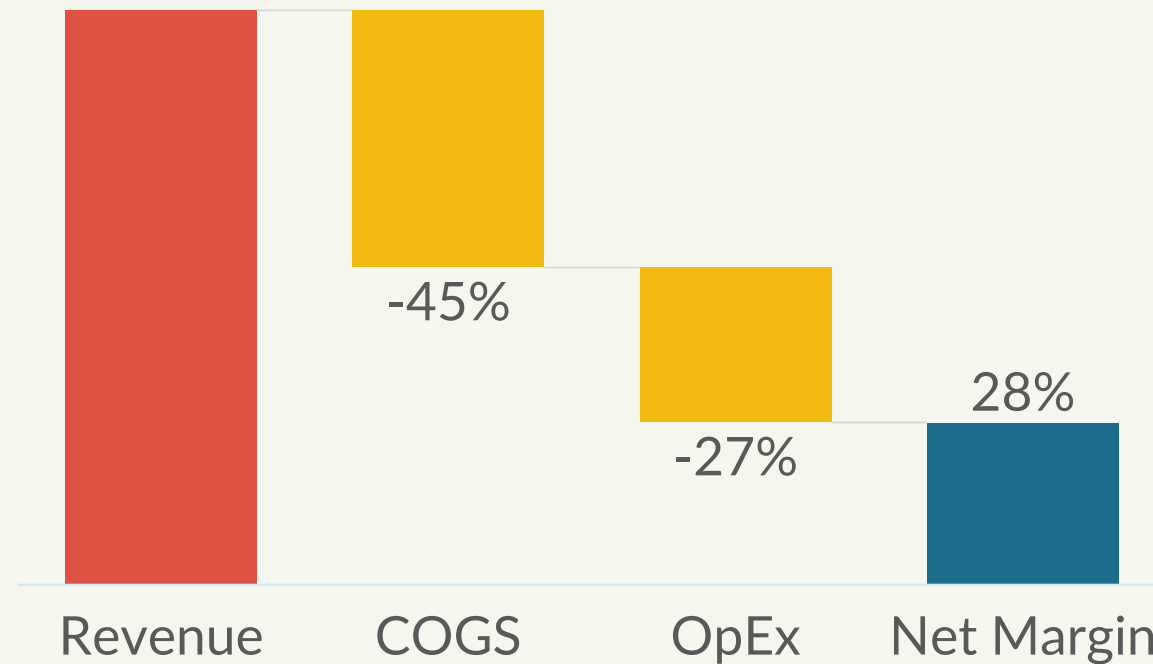
# Baseline margins



# Small segments



# 22% Potential



# AGENDA

It's Here

Client Demands

New Agency Economics

**Strategy First**

Talent Crisis

Q&A

# Where AI plays

Strategy

Execution



AI Impact



# Commoditization



# Agency value

Strategy

Execution



Agency Value

# AGENDA

It's Here

Client Demands

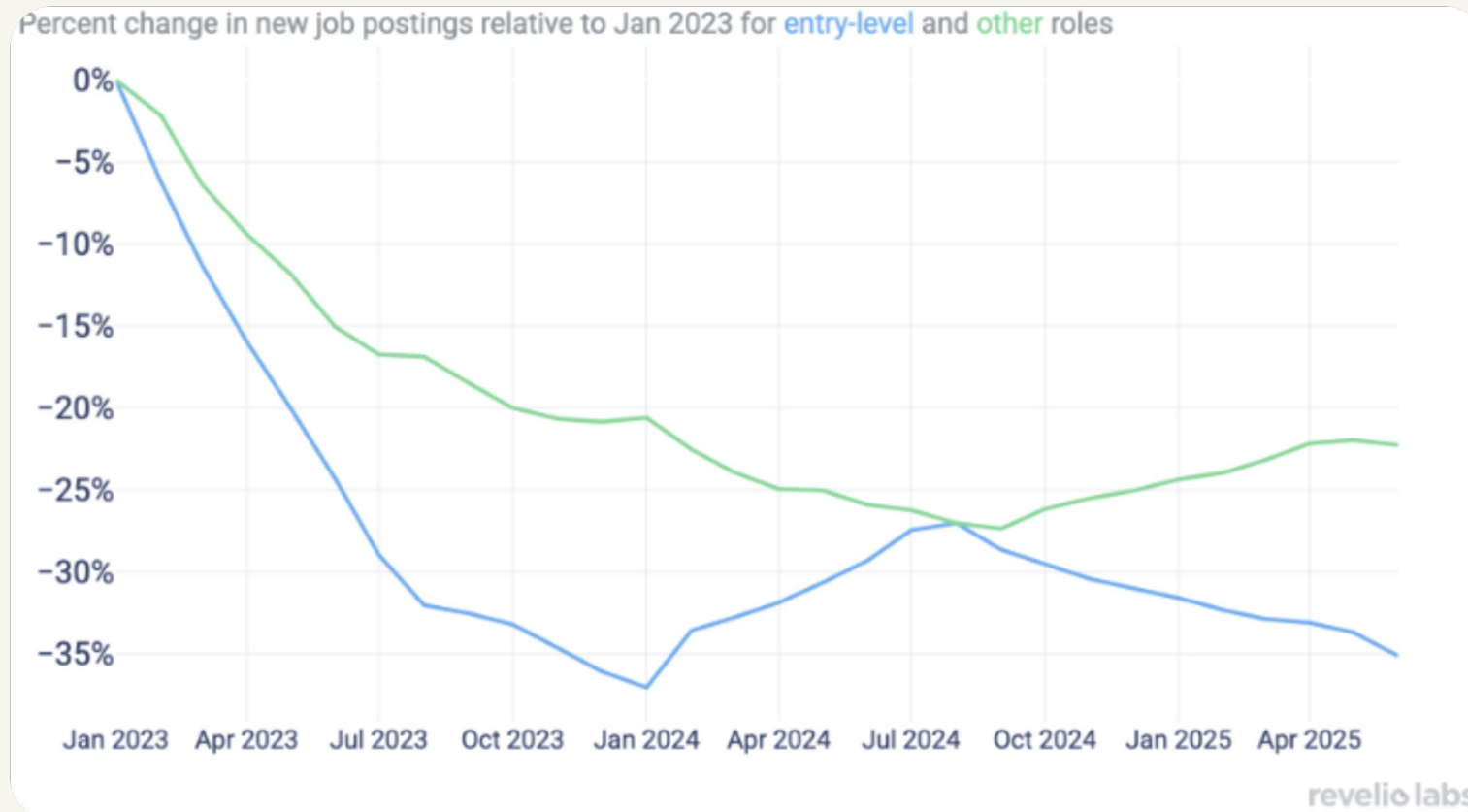
New Agency Economics

Strategy First

**Talent Crisis**

Q&A

# No entry



“AI is like an intern”



# Talent vacuum



Entry-level

Mid-level

Senior-level

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# AGENDA

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**Q&A**

Where to find me

LinkedIn: [linkedin.com/in/nicholaspetroski/](https://www.linkedin.com/in/nicholaspetroski/)

Newsletter: [prometheanresearch.kit.com](https://prometheanresearch.kit.com)

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